It is important to understand:

- **Accord has NOT been proven to be safer**

  Substantial reductions in certain harmful compounds have not been proven to lead to a reduction in smoking-related diseases (such as lung cancer, heart disease and emphysema). Philip Morris USA will be conducting studies to determine whether reductions in harmful smoke compounds result in a reduction in smoking related diseases.

  Accord smokers are still inhaling many smoke compounds that are recognized as harmful. In addition, there may be other smoke compounds that are also harmful to smokers.

  Reductions in certain harmful smoke compounds assume that you smoke Accord exclusively, you do not smoke more cigarettes, you do not inhale more deeply and you do not inhale more smoke from each cigarette. There is no "safe" cigarette - including Accord.

- **To reduce the health risks of smoking, the best thing to do is to quit.**

  Public health authorities do not endorse either smoking fewer cigarettes or switching to lower-yield brands or a cigarette that is heated to a lower temperature than a lit cigarette as a satisfactory way of reducing risk. For more detailed information from the public health authorities on cigarette smoking and disease in smokers, please visit the U.S. Surgeon General?s website (www.SG.Gov).

< Back to First Slide

Source: https://www.industrydocuments.ucsf.edu/docs/txdk0001